

Weathering the Storm

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What to do to Stay on Top in a Down Economy

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The Motivational Marketer

Business owners from coast to coast are worried, scared, and some are even considering closing up shop because of what they see as uncertain times ahead. While it's true that there will be many business closings ahead, your business doesn't have to be one of them.

What's behind much of the fear and worry is the constant barrage of bad news about industry giants failing at an alarming rate.

And, it's not just the what's in the news. Our conversations have also turned negative about anything related to the economy.

What has happened to many business owners is that they have taken what they have heard or read about in the news and given it more attention than it truly deserves. That has created doubt, which soon becomes fear, and not long after that, you'll find these same business owners throwing in the towel and shutting their doors forever.

And then there's the trickle-down effect to consider. When one business fails, other business owners then begin to look at that failure to support their beliefs that things are as bad as they are hearing about in the news.

If your business is going to succeed, the first thing you need to do is shift your attention away from all of this and instead focus on things that are indeed more positive. I'm not suggesting that you ignore it all, but try to at least get a new perspective

on it all.

For instance, yesterday, I was at the local packing and shipping store where business was booming. In fact, the owner told me he was having a great holiday season, despite what the fact that if you believe what you're hearing about in the news would make you think this could simply not be possible.

I'm sure that you won't see a story about this business in the news, either, so don't go looking for it.

Now, I'm not trying to blame the news media for all our troubles. These companies are nothing more than businesses that respond to what their customers buy. We buy bad news hundreds of times more than good news. If we bought only good news, that what you'd see more of. So it's not entirely the media's fault.

Closer to home, I started to look for signs that things weren't quite as bad as I'd heard. Sure enough, there is the landscape crew out on my front lawn, so I asked him how his business was doing. It was slower, but he was still getting big landscaping jobs, one totaling more than \$125,000.00!

In my own business, I'm seeing more and more clients contacting me for my executive level coaching services because they are looking to make this coming year better than the previous one!

"What?" People actually not looking at things from a negative perspective? Well, they'll see, you think to yourself because you "know" they just can't be right.

Then you look a little deeper at what's really happening right now and what you begin to see is that this is the perfect time to be positive about the future.

Think about it this way. When the economy was bubbling hot, houses became almost unaffordable as prices rose to record-

setting highs. Yes, cheap money was indeed behind all of that, but had it continued to go the way it was going, in just a decade from now, the average home in this country might have topped a million dollars!

Things are simply adjusting and getting back to more reasonable levels. And, as in any adjustment period, it's going to be a little uncomfortable for a little while. And, there is a lot you can do right now to take advantage of all the changes.

Here are some suggestions for you.

First, go out of your way to find stories of success. Find people who are now talking about better times ahead instead of hanging around people who can only parrot what they hear in the news.

Then, start creating your plans for this next year by putting down on paper everything you wish to have and do in the next 12 months. Go ahead and be bold here because big dreams are what create big results.

Next, create, find, invent a way to get yourself around people who are positive, upbeat, and who are seeing all the opportunities that are now being created that could never have been if things had stayed the way they were. Engage in conversations of success and what you want your business to do, and what you're planning for the next year.

This is where a good coach can be extremely valuable to you and your business, and it's a worthwhile investment if you simply can't find anybody to motivate you and hold you accountable.

If you do these simple steps, what you'll find is that things aren't quite as bad as they are made to appear, and in fact, there are many places that are thriving right now.

Think about this. Each and every day billions and billions of dollars changes hands on the Internet. That number may be lower than it once was when it broke all previous records, but it has not stopped! It's just lower, and nothing more.

Your job is simply to find new and innovative ways to tap into the money stream that is flowing and will continue to flow, no matter how bad things may get out there.

Realize that millionaires are made in good times and bad. It's not about what's going on out there as much as it is about how you think about and what you do about it.

Your success comes from seeing things that other people can't or won't see. Every smart and successful business owner sees things as they want them to be rather than as they are.

They put their focus on what they are trying to create instead of what they are getting because they realize that what they are getting right now is simply a result of what they did, or failed to do, in the past. What they get tomorrow and beyond will be the result of what they do today and everyday going forward.

In a nutshell, you can, and you should be planning for a great year ahead. You should be thinking about how you want your business to look a year from today, and start working on those plans right now.

If you'll do these things, and I mean really do them, instead of just giving them lip service, I know you'll be pleased with the results you'll get in the coming year, regardless of how bad the media tells us things are out there.

Remember, drama is what sells newspapers, not stories of success. Go ahead and buck the trend, plan ahead, and create a business that will stand the test of what's ahead.. and cash in as all

your competitor's go out of business because they got scared and their customers now start buying from you!

Think about it. You can either struggle in the coming year, or you can thrive, and it's really all up to you.

About the Author

Robert Imbriale is the author of the best-selling book, *Motivational Marketing*. He is a successful business coach, and seminar leader who has helped hundreds of thousands of business owners create bigger, more successful businesses, and he can help you too. Tell him what your biggest challenge is with your business right now! Go to www.AskRobertImbriale.com If you would like to have Robert help you with your business, you can reach him at 1-800-541-3816 or at www.RobertImbriale.com